

What is claimed is:

1. A method for selecting products that occurs over a
networked computer system comprises:

2 sending a user a web page that contains questions that
3 request preferences for scales that correspond to aesthetic
4 features of products:

5 receiving from a user, a set of responses from the
6 questions that correspond to aesthetic features of products, to
7 produce a profile preferences for scales that correspond to
8 aesthetic features of products.

9 2. The method of claim 1 further comprising:
10 compiling an aesthetic profile tag for the user based
11 on the received responses for the preferences for the scales.

12 3. The method of claim 1 further comprising:
13 retrieving a product aesthetic tag associated with a
14 particular product type selected by the user, the product
15 aesthetic tag representing aesthetic features of the product;
16 forming a result tag that contains a value
17 corresponding to how well aesthetic features of the product match
18 to aesthetic preferences of the customer.

19 4. The method of claim 1 wherein the user is presented
20 with a graphical user interface that contains questions that
21 illicit the information from the user.

22 5. The method of claim 1 wherein the user is present with
23 a graphical user interface that is a web page.

6. The method of claim 5 wherein web page includes a control for the user to enter a value corresponding to how the user rates the importance of the scale.

7. The method of claim 5 wherein the web page includes a control that when selected by the user displays a picture of an item that embodies the scale.

8. The method of claim 5 wherein the web page includes a description of each of the scales.

9. The method of claim 5 wherein the web page includes a first control for the user to enter a value corresponding to how the user rates the importance of the scale; a second control that when selected by the user displays a picture of an item that embodies the scale, and a description of each of the scales

10. A method of producing an aesthetic profile tag for a user comprises:

entering preferences in a plurality of attribute scales, said attribute scales providing textual indications of aesthetic features preferred by a user.

11. The method of claim 10 wherein the aesthetic features include at least one of form, material, decoration, overall appearance, and novelty.

12. The method of claim 10 wherein each scale is further divided into three levels.

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13. A computer program product for selecting products, said
2 computer program product residing on a computer readable medium
3 comprises instructions for causing a computer to:
4 receive from a user responses for preferences for
5 scales that correspond to aesthetic features of products, wherein
6 the computer program product produces a graphical user interface
7 that contains questions that illicit the information from the
8 user.

1 14. The computer program product of claim 13 further
2 comprising instructions to:
3 compile an aesthetic profile tag for the user based on
4 the received responses for the scales.

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15. A system for selecting products, said system
2 comprising:
3 a computer;
4 a computer program product residing on a computer
5 readable medium comprises instructions for causing a computer to:
6 receive from a user responses for preferences for
7 scales that correspond to aesthetic features of products, wherein
8 the computer program product produces a graphical user interface
9 that contains questions that illicit the information from the
10 user.